

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.1415
ANSWERED ON 14.12.2023

DEVELOPMENT OF TOURIST DESTINATIONS IN THE COUNTRY

1415 SHRI DHANANJAY BHIMRAO MAHADIK:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether Government has been able to develop the country as a tourist destination;
- (b) if so, the challenges faced by Government in developing the country as a 365 days tourist destination and promotion of sustainable tourism;
- (c) whether Government proposes to formulate any scheme for foreign tourists and for development of tourism in the country and if so, the details thereof; and
- (d) the other steps taken by Government to promote India's diversity and rich heritage to re-establish its position as a tourist paradise?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a) to (d): The Ministry of Tourism under the schemes of 'Swadesh Darshan', 'National Mission on Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive (PRASHAD)' and 'Assistance to Central Agencies for Tourism Infrastructure Development' has provided financial assistance to State Governments/Union Territory Administrations/Central Agencies for the development of tourism-related infrastructure in the country.

A total of 76 projects have been sanctioned for a total amount of Rs.5294.11 Crore under the Swadesh Darshan Scheme. A total of 46 projects for an amount of Rs.1629.17 Crore have been sanctioned under the PRASHAD Scheme. A total of 54 projects for an amount of Rs.780.92 Crore have been sanctioned during the period 2014-15 to 2023-24 (till date) under the Assistance to Central Agencies Scheme.

The Ministry of Tourism has revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) with the objective to develop sustainable and responsible destinations following a tourist & destination-centric approach. In consultation with the State Governments/UT Administrations, 55 destinations across 32 States/UTs have been identified, till date for development under the Swadesh Darshan 2.0 Scheme.

The Ministry of Tourism has identified the following Niche Tourism products to overcome the tourist seasonality and to promote India as a 365 days tourist destination:

- Cruise
- Adventure
- Medical and Wellness
- Golf
- Polo
- Meetings Incentives Conferences & Exhibitions (MICE)
- Eco-tourism
- Film Tourism
- Sustainable Tourism
- Rural Tourism

The identification and promotion of Niche Tourism products help to attract tourists with specific interest and to ensure repeat visits for the unique products in which India has a comparative advantage vis-à-vis its competitors.

The Ministry of Tourism has formulated a National Strategy for Sustainable Tourism to position India as a preferred global destination for sustainable and responsible tourism. Further, the Ministry of Tourism has launched the Travel for LiFE campaign, which aims to promote sustainable tourism in the country in convergence with the National Strategy for Sustainable Tourism, through mindful and deliberate actions mobilized towards tourists and tourism businesses in the consumption of tourism resources.

The Ministry of Tourism promotes India as a holistic destination in tourism generating markets to promote various Indian products and tourism destinations of the country to increase India's share in the global tourism market.

The above objectives are met through an integrated marketing and promotional strategy and a synergised campaign in association with the travel trade, State Governments and Indian Missions. The Government continuously engages with industry experts and other relevant stakeholders to take their suggestions and feedback for promotion of varied tourism products of India. In order to boost visitor arrival, Ministry of Tourism has declared "Incredible India! Visit India Year 2023".

On the request of the Ministry of Tourism, Ministry of External Affairs has designated Tourism Officers in 20 Indian Missions overseas for promoting India as a tourism destination in these important markets.
